

County Snapshot

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Located at the northern end of the Sacramento Valley, **Shasta County** is bordered by Siskiyou and Modoc counties on the north, Trinity County on the west, Lassen County on the east, and Tehama and Plumas counties on the south.

With a projected population of 241,000 by the 2020, Shasta County is expected to gain 65,200 new residents. This will mean a 37.0 percent increase in population over the 20 year period.

The 1999 annual average statistics show the civilian labor force for Shasta County to be 72,900 with an unemployment rate of 7.1 percent. The state's unemployment rate for the same year was 5.2 percent.

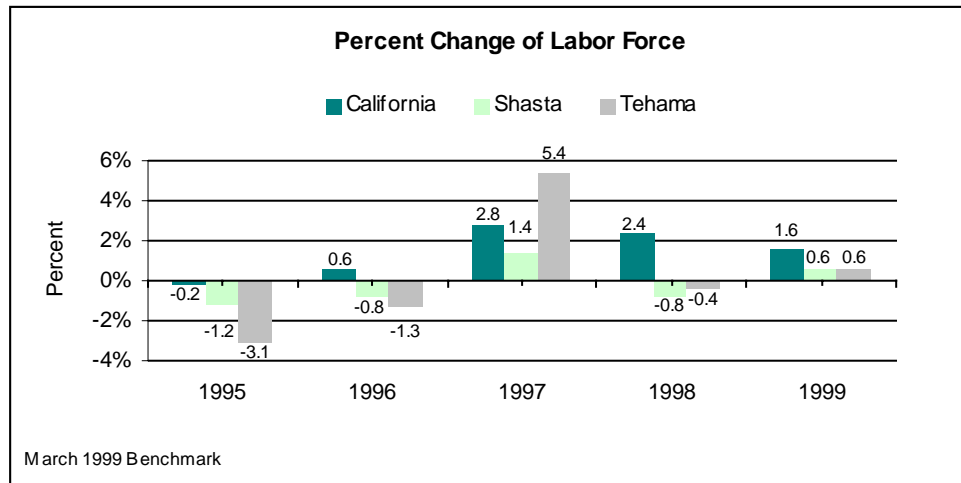
Services is the largest industry in the county, accounting for 31.7 percent of total employment. Trade is another significant industry with the retail trade sector providing 20.9 percent of employment. Government accounts for 19.0 percent.

Services is also the fastest growing industry division with a seven year projected growth rate of 31.6 percent. Services will add 4,900 jobs between 1995 and 2002, with most of the growth in the health services industry. The demand for registered nurses and nurse aides is expected to create almost 700 job openings over the projected period.

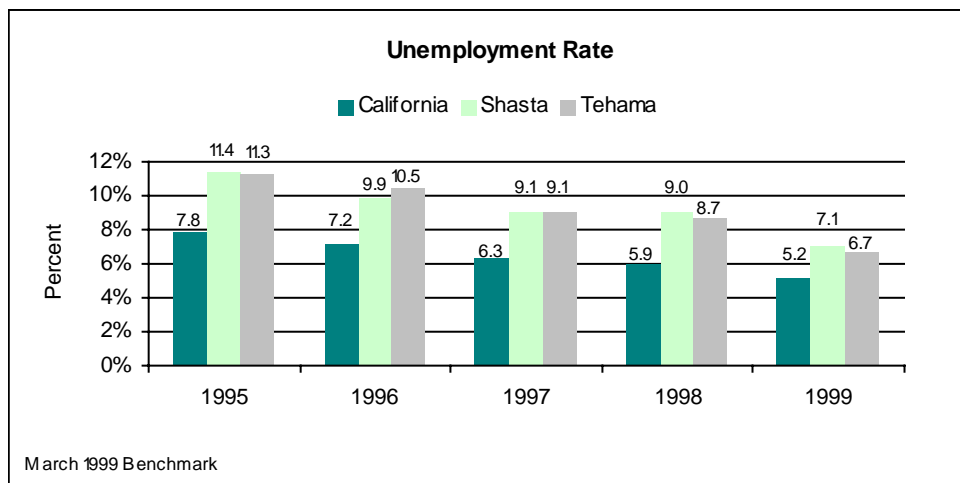
Shasta County's labor market conditions have steadily improved over the last five years. The county will continue to show steady industry employment in conjunction with a steady population increase.

LABOR FORCE

Shasta County's civilian labor force rebounded in 1997 with 1.4 percent growth but, over this period, has not kept pace with the state's labor force gains. The 1999 civilian labor force increased by 0.6 percent in both Shasta and Tehama counties.

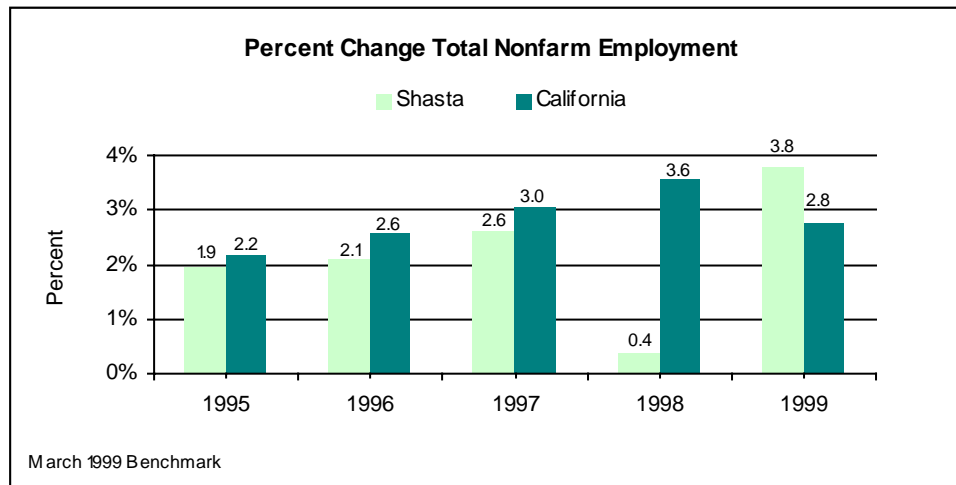


While steadily declining since 1995, unemployment rates for Shasta County have consistently exceeded the unemployment rate for the state. The county's overall unemployment rate improved 4.3 percentage points from 11.4 percent to 7.1 percent. Over this period, Tehama County's unemployment rate has mirrored that of Shasta County.

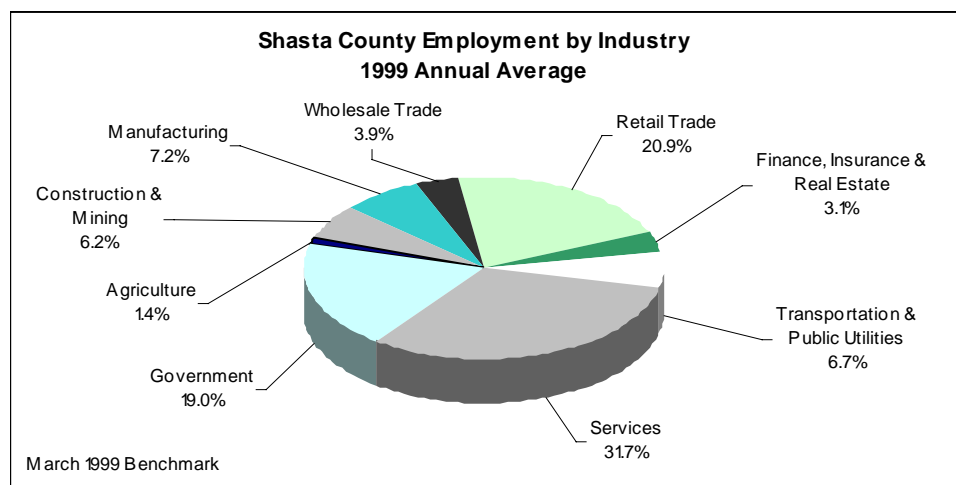


INDUSTRY EMPLOYMENT

Shasta county nonagricultural wage and salary employment has shown consistent growth since 1995, with the greatest year over change occurring in 1999. Payroll employment gained 4,800 jobs over this period. Services accounted for the greatest growth, with health services being the dominant component.



In 1999, Shasta County employment was dominated by services, retail trade, and government sectors. During the forecast period, it is expected that services, retail trade, and government will continue to lead the way in future job growth.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Shasta County is projected to have many employment opportunities in these high turnover occupations.

Associated Occupations	SERVICES 1995 – 2002 Projected Growth 31.6%
	Registered Nurses – 390 job openings. Provide direct bedside care and assist physicians with examinations, chart the conditions of patients, give medication, and administer treatment as ordered by the doctor. May supervise auxiliary nursing personnel. Associate Degree. Median Hourly Wage - \$18.62
	Nurse Aides, Orderlies, Attendants – 300 job openings. Help care for physically or mentally ill, injured, disabled, or infirm individuals confined to hospitals and residential care facilities. Short-term on-the-job training. Median Hourly Wage - \$7.45
	Janitors, Cleaners-Except Maids – 180 job openings. Keep buildings in clean and orderly condition; perform heavy cleaning duties such as operating motor driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. Short-term on-the-job training. Median Hourly Wage - \$7.78
	Secretaries, General – 150 job openings. Schedule appointments, give information to callers, take dictation, compose and type routine correspondence, read and route incoming mail, and file correspondence and other records. Post-secondary vocational education. Median Hourly Wage - \$10.77
	Receptionists, Information Clerks – 140 job openings. Answer inquiries and obtain information for the general public concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. Short-term on-the-job training. Median Hourly Wage - \$8.72
Associated Occupations	GOVERNMENT 1995 – 2002 Projected Growth 29.7%
	Police Patrol Officers – 50 job openings. Maintain order, enforce laws and ordinances, protect life and property in an assigned patrol district or beat. Patrol on foot or in a vehicle; investigate accidents; apprehend, arrest and process prisoners; and give evidence in court. Long-term on-the-job training. Median Hourly Wage - \$24.45
	Fire Fighters – 30 job openings. Control and extinguish fires, protect life and property, maintain equipment as employees of city township, State or Federal Government. Long-term on-the job training. Median Hourly Wage - \$11.30
	Systems Analysts, Electronic Data Processor – 20 job openings. Analyze business, scientific, and technical problems for application to electronic data processing systems. Bachelor's Degree. Median Hourly Wage - \$21.69
	Marketing, Advertising, And Public Relations Managers – 10 job openings. Formulate marketing policies, direct sales activities, and plan, organize, and direct advertising and public relations activities for a department, an entire organization, or on an account basis. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$16.28
Associated Occupations	Engineering, Mathematical, And Natural Sciences Managers – 10 job openings. Plan, organize, direct, or coordinate activities in such fields as architecture, electronic data processing, engineering, life sciences, physical sciences, statistics, and systems analysis. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$35.41
	RETAIL TRADE 1995 – 2002 Projected Growth 10.8%
	Salespersons, Retail – 290 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.72
	Cashiers – 200 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$7.17
	Waiters and Waitresses – 120 job openings. Serve food and drink to customers. Duties may include explanation about how the meal is prepared, wine recommendations or simple food preparation at the table. Short-term on-the-job training. Median Hourly Wage - \$6.09
	First-Line Supervisor / Manager Sales – 70 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$12.90
Associated Occupations	Food Preparation Workers – 50 job openings. Perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment, and utensils. Short-term on-the-job training. Median Hourly Wage - \$6.28

This **County Snapshot** is a product of:
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Labor Market Information Division
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